

Christmas Suggestions

THERE ISN'T a woman in the world who will admit that she has sufficient hangers in her wardrobe and if the bridegroom is long since past we are of the firm opinion that the hangers she has are not particularly attractive. It will be a joy to her to learn that she is the recipient of a dear little blue enameled hanger the Christmas gift of the Switzer Style Shop with every blouse and sweater purchased at Arizona's smartest shop for women. In addition to this charming gift Mr. Switzer has placed his fascinating blouse at a remarkable discount that tempts many who have long since learned that his offerings are the height of smart endeavor. Many innovations are noted—dashing collars and no collars at all—flirtatious motifs just a bit different in arrangement—artistic stitchings and embroideries—flared and frilly—simple and beautiful. The sweaters, tie-ons and tuxedos are specially priced and the clever silk ones, too, are offered at a 20 per cent discount.

THERE WILL be a feeling of security that will make your Christmas happiness more complete if you know that your home is protected. If you have not already done so at your earliest convenience have the Arizona Fire Insurance company insulate your home and offer you protection for your automobile insuring it against fire, theft and accident.

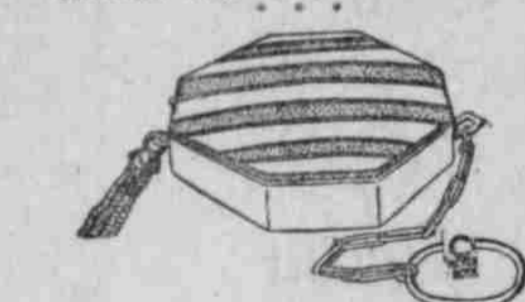


THE APPROACHING holidays give rise to many special needs, especially those of appropriate cards and stationery. The Berryhill Company has anticipated these needs with a delightful selection that will please the most fastidious as to form, quality and variety. In the Christmas shopping days, do not overlook the splendid specialties at Berryhill's who are just across from Kerrick's at First and Washington. There you will also find a wonderful selection of books, leather goods, writing sets and a host of other gift suggestions that will simplify your Christmas shopping greatly and save you time, worry and money.

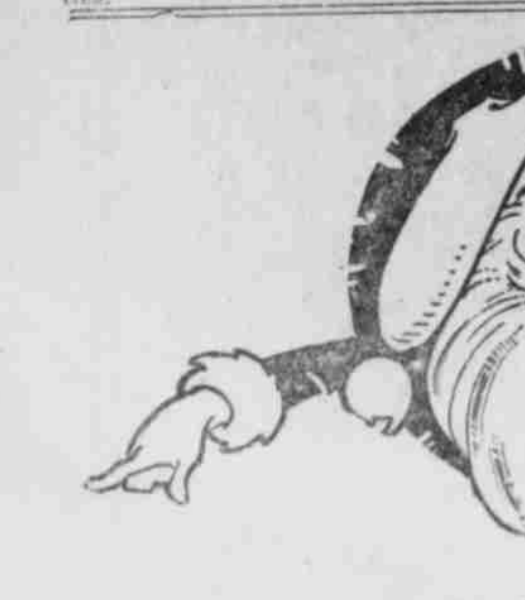


PROBABLY YOU have not quite decided what you will give this year? Stationery that is correct for every form of social usage is always an acceptable and beautiful gift. The Manufacturing Stationers Inc., stationery has fairly earned its enviable reputation. Your choice of selection we suggest be either Crane's or Whiting's which you will find quite correct for monogram stamping, which makes the gift distinctly personal. We also advise immediate shopping.

THE ENLIGHTENMENT of beauty is more enthralling today than in the Middle Ages when it was recognized as a dominant force. There is no one thing that so influences the appearance as the manner of hair dressing which is a recognized art. In view of this fact why not have the hair arranged beautifully—in a soft, fluffy, natural wave that softens the face—by the permanent wave method employed by the Jefferson Hair Store.



WOMEN'S FONDNESS for sweets dates back to time immemorial and Christmas simply wouldn't be without a box of candy. The Chocolate Shop carries not only the most delicious candies charmingly boxed but all sorts of confections for the holiday festivities.



WITH EXPERIENCE that dates back to the pioneer days, the National Bank of Arizona has ever clung to its original policy of safety and service, placing safety first the bank gives careful consideration to every investment and in the way of service—it gives its every depositor competent, cordial and courteous attention in every banking function. We have an idea that the National Bank of Arizona will have many new patrons after the first of the year—for Christmas is going to see many accounts opened, for a bank account is a gift that will be instrumental in lessons of thrift to the son or daughter who receives it. In starting a bank account special head should be given to the banking institution with which you would care to do business which is another reason for recommending the National Bank of Arizona—the path of character.

THERE IS one thing in a man's wardrobe that only a woman should buy. A man may select his own shirts, collars, hosiery and even his scarves but only a woman should choose his lounge robe. Perhaps this is the reason why the lounge robe is so popular for Christmas gifts. At McDougal and Casson's are luxurious robes of lustrous silk, rich velvet and soft fleecy wools. There, too, have ever useful bath robes, handkerchiefs with his initials smartly embroidered in one corner and comfortable house slippers, always included in every gift givers list.



ON EVERYONE'S list for Christmas gifts, there is always someone to whom you wonder what you ought or can properly give. Whether it happens to be a maiden or a fussy old uncle, you are always safe in selecting a good book which is always a welcome and thoughtful gift. At the Berryhill Company, you will find a wonderful selection of books on every subject for every age. Just drop in to the Berryhill book shop at First and Washington and look over the present season's display.



THE GIFT ever serviceable and pleasant, for real comfort—for labor saving—for lasting satisfaction electrical devices make the ideal gift. The better numbers of various high grade lines that are known to prove worthy are to be found at the Hoepner Electric and Machine Shop, 15 South Central avenue.



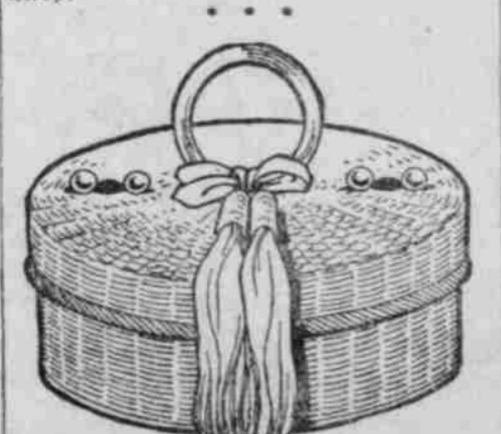
DODGE BROTHERS closed car brings to the country roads precisely the same qualities that renders it such a delightful car to drive in the city streets.

JUST BETWEEN US people do give a great many useless Yuletide gifts. Since we are trying to get away from that point we are going to give you a Christmas idea which if you carry into execution will bring you the gratitude of the family. Until normal economic conditions are restored you may not wish to build a home, but you do want to live in comfort, why not, then build a new kitchen. The housewife spends a good share of her time in the kitchen and working conditions need to be pleasant in the home just as they do in the office to produce the best results. If the house does not need this improvement—what about the exterior? How about building on a porch and the cool breeze of spring. And if you decide to build by all means use Halstead Lumber. The J. D. Halstead Lumber company also handles hardware of every description.



WHEN YOU have said Christmas gifts and have added Ford Levis you have said all there is to say. The Kenilworth Gift Shop is an encyclopedia of giving demonstrating that the buyer has visualized the needs of not only the woman but the man of today while there are also admirable gifts for the kiddies. Clever lumps, Polychrome handkerchiefs, unique vases, desk sets, baskets and bowls are a few of the hundreds of gifts and the prices are as reasonable as the qualities are high.

ARE YOU one of those who will rush well walled off shops the last minute and pick up something at random? We have been hunting for little new things in the shops that your Christmas giving might be distinctive this year and suggest that you go to the Graves Indian Shop if you care for the uncommon and beautiful in gifts. There you will delight in charming butterfly trays ranging in price from \$3.50 to \$15. The butterflies selected in South America are exquisite in coloring and are mounted on cotton from the milk weed pod. Grasses and leaves of tapestry touch, are truly resembling a lovely painting. "The House of a Thousand Gifts" is the way we refer to the Graves Indian Shop.



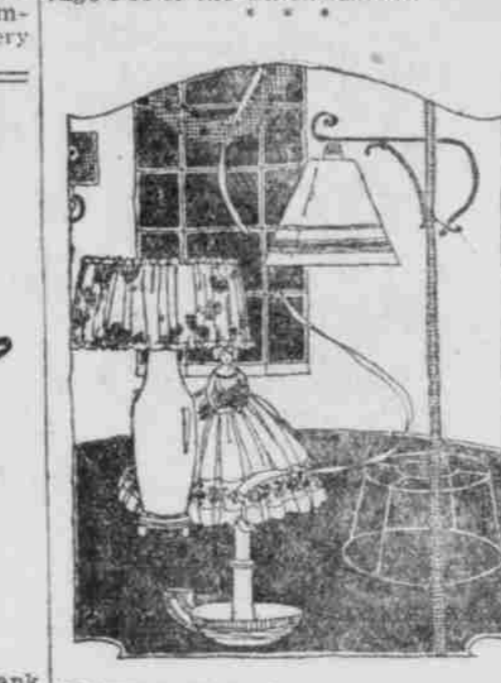
HOW MUCH of the joyousness of the holiday season is lost in the worry over gift giving—and how needless. Christmas and candy are coupled in thoughts of the Yuletide season and at Donofrio's they have made the remembrance of the "last-minute" variety by arranging the sweets in charming boxes that have many practical uses aside from being candy containers. They make lovely gift articles—either the hand painted ones featuring clever girls or those conceived of taffeta and gold lace or still others of tapestry, while a particular favorite in boxes are those fibre fashioned. No matter what your choice of confections—it can be satisfied at Donofrio's—where they have the most delicious chocolates, fruit pastes, candies and other novelty sweets. Leave your order now for Christmas or if you desire to send your parcel out of town, Donofrio's will guarantee its delivery.

THE SUBJECT being "Real Estate Moves Upward" and the author C. P. Woodbury. "In a lowering market where other forms of investment fluctuate widely, where the fat and hearty 'war baby' of yesterday becomes the starving investment outcast of today, real estate stands out like a 'good deed in a naughty world.' Real estate values move in only one direction, upward on account of the increasing population of the country. The volume of business may be large or small according to conditions that influence it, but property values in a growing country never fall. They hold steady at a given level during periods of stagnation; they invariably resume their upward trend when business becomes normal again. Yes, real estate is different and those who believe that there will be a decline in sales values will be disappointed. The price of food, clothes, shoes and other items that use up the wages of labor are coming down as they were bound to come down, but ground values I think you will find, will stand where they are."



THE FORMAL card, dignified and correct—the decorative card reflecting in a colorful bit of holiday scene a warm, friendly spirit are to be found at the McNeil Company. For Yuletide giving also note their stationery, fountain pens, Eversharp pencils, Emelite lamps, photo albums and other wanted gifts.

NOW WE have come to the markets. To be the successful house manager, which is the real ambition of every real woman one must give close attention to the marketing. One can not shop promiscuously without having the result all too apparent in the home. We do not think one can not be too careful in the selection of a meat market. They want to go to a shop where the meat has been inspected by the government, to a shop that is sanitary, where the service is good and where the meat is tender and juicy. Anyone of the eight markets of the Arizona Packing Company can qualify and we leave it to you to make your selection from one of them—Tribble's, Hackett's, New Market, Hurley's, Hughes, Valley, Porrage Pot or the Union Market.



ACROSS THE street from the Y. M. C. A., at 119 West Monroe, is established E. Thoma and company, the home of our district electric lighting fixtures. We are telling you this that you might drop in for a holiday purchase of one of their wonderfully attractive lamps.

YOU ARE invited to visit the display of Antiques, Period Furniture and Art Goods at the recently opened show rooms, 230 North Second avenue. There you will discover beautiful and unique objects d'art—a veritable treasure trove of attractive gifts—gifts of character which give the assurance that each is an expression of good taste and genuine esteem. The widely varied stock may be viewed between the hours of 8:30 and 5:30 o'clock.



HERE AND there about town we come across something we believe that every housewife should know and we came upon a real "find" at the office of Vernon L. Clark. It is Wyandotte, a sanitary, cleaner and cleanser, that makes hard water as soft as rain and removes dirt, grease and grime, odors, slime and staleness as if by magical power. It does its work without suds or foam and will not redden the hands by its use. We found it splendid in use of painted surfaces, in washing dishes, windows and glassware as a deodorizer in tubs and sinks and would you believe it for laces and fine fabrics.



DESPITE THE fact that the shopper just now is confronted everywhere with "Christmas Suggestions"—there's the marketing to do. For the holidays launch a season of teas, luncheons and dinners with particular hostesses who give personal attention to the affairs. They insist, for instance, that the salad dressing be made of Gregg Olive company oil and are equally exacting that the olives be the Gregg Olivette brand—the wholesome, plump, fruit, sun ripened on the tree.



A WORLD of gifts of the hand needed kind are to be found at the Woman's Exchange, 115 North Second avenue. Lovely laces there are and hand made handkerchiefs and the little "little" things that women love. Also clever and unusual toys for tiny folks. There, too, you will find delicious cooked foods on sale today and every day.

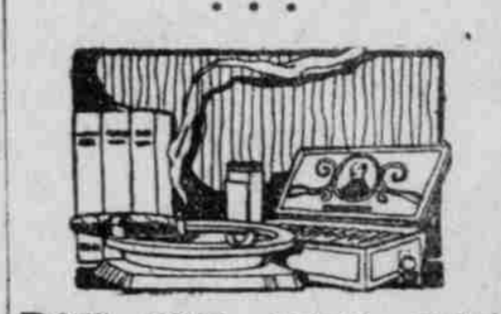


DAY SERVICE is something quite new in Phoenix, yet that is the promise made and fulfilled by the Paris Cleaners. Under new management the Paris has gained a new reputation. S. G. Fullerton, who is the head of the concern has made numerous changes and we can truthfully say all for the better. He comes here with seven years experience in Venice and four equally successful seasons in Miami.

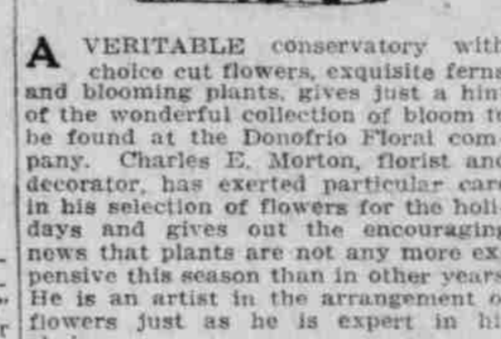
KITTY CORNER from the Adams is the Corner Drug Store with its interesting assortment of toilet preparations that have an appeal to every woman. There, too, you will find her favorite candies, Johnson's, Pettif and Whitman's—that will delightfully express your thought of her on the holiday.

HOME FOR the holiday season the young folk will forget text books for a fortnight in the joy of Christmas festivities. Numerous of these affairs will be given at the Ranch House, the atmosphere of the delightful tea room making it particularly desirable as a setting for parties for the juniors. There, too, they can do their Christmas shopping for they will find a most interesting collection of gift things—polychrome candlesticks and book end, incense burners and other fascinating art objects.

DOES YOUR husband smoke? If not your husband someone's else husband—your mother's or your sister's would surely enjoy a good cigar. All brands—save those to which men sneeringly refer as "gay cigars" are to be had at the Rose Tree.



MEMBERS OF the circus troupe, feathered friends of tiny folk are stamped and embroidered in bright colors on fine white handkerchiefs we saw for kiddies at the Boston Store. In cunning boxes that will afford the little people as much joy as the hankies themselves the gift would prove one of the wanted type when found in the stocking Christmas morning. The boxes range in price from 25 cents to \$2.98 and then there is a 25 per cent discount. This discount also applies to the entire handkerchief section where you will find lovely types for Christmas gifts from the elaborate lace handkerchief to the simple ones of lawn. We like particularly the fine linen ones with a touch of embroidery in the corner and others bearing a tiny initial. There are sports herchiefs, too, in lawn and linen as well as the popular silk crepe. Quite a few are being shown with just a bit of color of such fine embroidery it appears to be woven in clever design. The stock is most complete and most appealing. We told you where did we not—The Boston Store.



IT IS your privilege to buy wherever you please but it is good business judgment and good horse sense to buy the best for less money. As long as this opportunity is knocking at your door—go to Hyder's where they are selling clothing at a 40 per cent discount—under all. That is business and it. The real Hyder's stock including Christmas gift things is being offered at a 20 per cent discount. Featured as holiday gifts are unusually handsome lounging robes of which there is no better variety in the smart shops of cities of half a million.

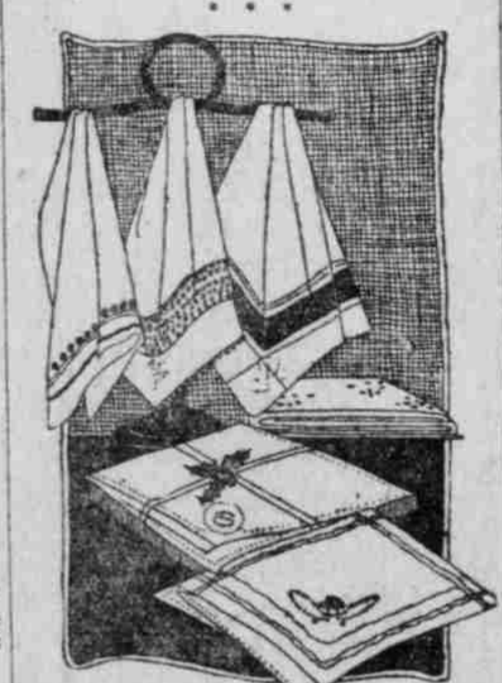
TO THE woman intent upon preserving or renewing beauty—Everywoman—the Adams Hair Store offers creams, lotions, foundation face powders—as delightful as they are efficacious. Consider it then a Christmas Shop and give her a gift in which she will find pleasure—exquisite French perfumes and powders or perhaps a bit of French jewelry—smart jet ornaments from across the sea.

"A CAR for Christmas," said Mary Upson, "And I'll not have anything but a Hudson." "Good intention, kid," said Father Upson, "I, too, am in favor of the Hudson."



THOUGHTS OF Christmas are invariably associated in one's mind with the Miller Sterling company with its gifts of rare charm and individuality and greeting cards that breathe the holiday spirit in a bright, cheery and yet dignified way.

THE USEFULNESS of gifts is not alone sufficient to appeal to those who seek beauty as well as utility. A gift selected from the Dorris Heyman Furniture company is particularly appropriate because it typifies the refinement of necessity. Examples of this we found in their collection of sewing cabinets which would not only lend charm as a bit of furnishing but would be invaluable in a practical way to every woman. In the way of single pieces we well might add the tea-cart—the little wagon that creates such a desirable atmosphere in the dining room, entertaining occasions—on Christmas and New Year's and on all the in between events of the year, in addition to its everyday uses to the family.



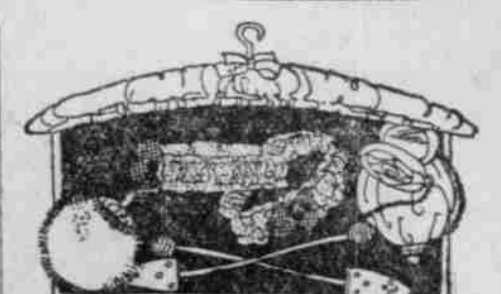
A MAN IS known by the gifts he gives. With more assuring, then, that clever Audra is showing spring hats. Smart conceptions of satin and taffeta and as advance as is Audra in her chapeaus is she also in her showing of boudoir novelties, suitable and charming for Christmas gifts. Polychrome negligees and crepe and chiffon underthings at very special and attractive prices.



VISION OF FLOWERS in a lovely garden behind a trim yew hedge, blue eyed violets, golden primroses, purple and white iris and nodding marguerites—all these and thoughts even more lovely are suggested by the delicate, wondrous odor of Houbigant's Ideal and Quelques Fleurs. True to their names the examples from the finest laboratories in France, are ideal in perfume. The highest attainment of the honey from flower hearts, as attractive to the sense as one of Rubenstein's lovely melodies is to the ear. The Central Pharmacy carries Quelques Fleurs and Ideal in toilet water, sachet, soap, talcum and face powders and those who prefer Coty to Houbigant will also find this artist L'Orangerie in perfume, toilet water, sachet and face powder and Giesbe's el Comme caperfume and toilet water.



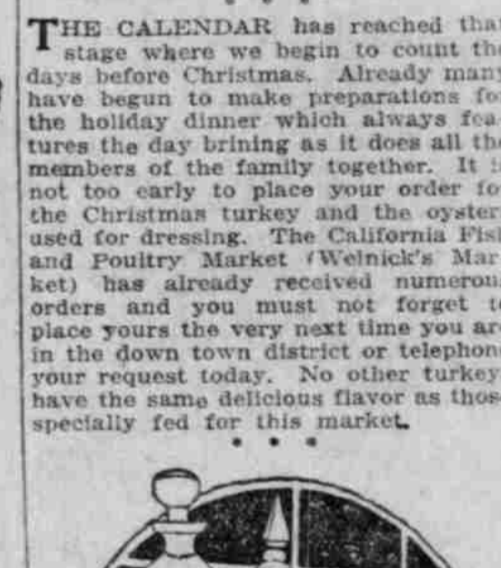
WITH ONLY \$15 to pay down, you can get your choice of a beautiful Victrola or a Brunswick with twelve selections at the Cass Red-elli company and can pay the balance in monthly payments of \$12 each. There is no finer Christmas gift than one of these supreme musical entertainers and these unusually generous terms bring them within easy reach of even the most modest purse. Drop in at their newly decorated salesrooms at 224 West Washington street and hear your favorite record on either or both of these wonderful instruments. The musical treat is worth while and they'll be glad to see you even if you don't buy now.



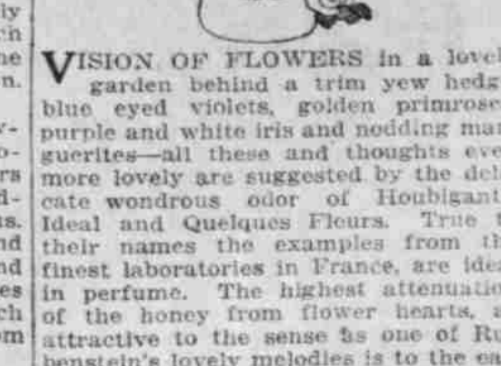
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